



Submitted by:



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Non-Adoption Survey - Topline Results

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Prepared for:

**Commonwealth of Kentucky
Office of Broadband Outreach and
Development**

Non-Adoption Survey Results

To augment data collected from Internet users, Michael Baker Jr., Inc. ("Baker") developed a paper survey to collect data from individuals who do not use the Internet. Working in partnership with the Kentucky Council of Area Development Districts (KCADDs), Baker circulated and collected completed survey forms from March through April 2012, and compiled responses from non-Internet user respondents. The results have been compiled and presented in this document in partnership with Strategic Networks Group. Additional survey data will be collected periodically throughout 2012 and made available on a periodic basis.

This data collection and analysis effort is part of a larger broadband initiative headed by the Office of Broadband Outreach and Development of the Commonwealth of Kentucky.

Number of households providing information: Total Respondents = 851

Breakdown by Region

Response	Count	Percent of Total
Central	195	23%
East	0	0%
North	255	30%
Northeast	166	20%
West	195	23%
Unknown	40	5%
Total	851	100%

Age ranges residing in household

(Q2: Please indicate the age ranges of all individuals residing in your household:)

Total Households: 851

Response	Count *	Percent of Total
4 years and under	62	7%
5 to 17 years	138	16%

18 to 34 years	163	19%
35 to 54 years	246	29%
55 to 64 years	187	22%
65 years and over	414	49%

*Multiple selections allowed

Respondent age

(Q3: To which age group do you belong?)

Response	Count	Percent of Total
a) 18 to 34 years	101	12%
b) 35 to 54 years	188	23%
c) 55 to 64 years	152	18%
d) 65 years and over	392	47%
Total	833	100%

Household Income

(Q12: What is your total household income each year.)

Response	All respondents	Having children at home	Respondents over 65 yrs	Respondents not employed	Not using the Internet
a) More than \$100,000	4%	7%	2%	2%	1%
b) \$50,000 to \$100,000	11%	18%	6%	9%	3%
c) \$30,000 to 49,999	15%	19%	11%	15%	9%
d) \$20,000 to \$29,999	13%	12%	12%	15%	11%
e) \$10,000 to \$19,999	20%	13%	27%	26%	28%
f) Less than \$10,000	16%	13%	19%	16%	23%
g) I do not want to respond	21%	18%	23%	17%	25%
Total	100%	100%	100%	100%	100%

Employment status(Q13: What is your working status?)

Response	Count	Percent of Total
a) Full-time	125	16%
b) Part-time	70	9%
c) Self-employed	17	2%
d) Not employed	239	30%
e) Student	15	2%
f) Retired	330	41%
Total	796	100%

Computer and Internet skills

(Q4: Do you own a personal computer?)

Response	All respondents	Having children at home	Respondents over 65 yrs	Respondents not employed	Not using the Internet
a) Yes	48%	70%	29%	50%	16%
b) No	52%	30%	71%	50%	84%
Total	100%	100%	100%	100%	100%

(Q5: How well do you use a computer?)

Response / % agree	All respondents	Having children at home	Respondents over 65 yrs	Respondents not employed	Not using the Internet
a) I do not know how to use a computer	38%	7%	64%	24%	69%
b) I know the basics	33%	37%	26%	37%	24%
c) I am a good user	24%	48%	9%	30%	6%
d) I am an expert user	5%	8%	1%	9%	1%
Total	100%	100%	100%	100%	100%

Frequency of Internet use

(Q6: Is Internet access available at your home to use from a computer or smartphone?)

Response / % agree	All respondents	Having children at home	Respondents over 65 yrs	Respondents not employed
a) Yes	55%	78%	37%	62%
b) No	37%	20%	49%	34%
c) I don't know if there is internet access at my house	8%	2%	14%	4%
Total	100%	100%	100%	100%

(Q7: If you do not have Internet access in your home, what is the main reason you do not have it?)

Response / % agree	All respondents	Having children at home	Respondents over 65 yrs	Respondents not employed	Not using the Internet
I can't get Internet access at my home	6%	7%	3%	5%	5%
I don't need it	14%	3%	18%	7%	18%
I am not interested	21%	8%	28%	14%	27%
It is too expensive	34%	59%	21%	50%	24%
It is too complicated	7%	3%	8%	7%	8%
I don't use a computer	14%	10%	18%	14%	16%
Other	5%	10%	4%	3%	2%
Total	100%	100%	100%	100%	100%

(Q8: Does anyone at your home use the Internet, even if they use it somewhere else?)

Response / % agree	All respondents	Having children at home	Respondents over 65 yrs	Respondents not employed
a) No, no one living in my home uses the internet anywhere	47%	9%	75%	34%
b) Yes, someone else who lives at my home uses the internet at home	23%	29%	14%	26%
c) Yes, someone else who lives at my home uses the internet somewhere else	14%	29%	6%	19%
d) Yes, someone else who lives at my home uses the internet both at home and somewhere else	16%	33%	5%	21%
Total	100%	100%	100%	100%

(Q9: If other people in your home use Internet at home, and you do not, why?)

Response / % agree	All respondents	Having children at home	Respondents over 65 yrs	Respondents not employed
a) I don't need it	23%	8%	29%	15%
b) I am not interested	21%	11%	28%	16%
c) The internet is too complicated for me	14%	19%	12%	17%
d) I don't use a computer	19%	13%	21%	20%
e) Internet access isn't available to me even though it is in my home	7%	15%	2%	9%
Other	16%	34%	8%	23%
Total	100%	100%	100%	100%

Interest in Internet utilization

(Q10: If you could quickly learn to use the Internet, what uses would interest you?)

Utilization / % interested	All respondents	Having children at home	Respondents over 65 yrs	Respondents not employed	Not using the Internet
Sending messages to others (email)	40%	43%	39%	39%	35%
Sharing information with family or friends	37%	42%	33%	36%	30%
Viewing news, sports, TV shows or movies	24%	30%	18%	26%	20%
Using social networks like Facebook	22%	31%	15%	25%	13%
Using government services	18%	23%	12%	25%	10%
Finding health or medical information	35%	30%	39%	29%	34%
Finding information about home repairs	14%	19%	7%	14%	7%
Looking for a new job or a better job	21%	38%	5%	41%	13%

Utilization / % interested	All respondents	Having children at home	Respondents over 65 yrs	Respondents not employed	Not using the Internet
Education – Use for taking classes, for a GED, or for any online learning	16%	28%	5%	24%	9%
Shopping for best prices or purchasing things	24%	28%	20%	26%	16%
Paying bills or online banking	19%	25%	12%	22%	13%
Working from home	12%	21%	4%	18%	8%
Starting a business at home	7%	12%	3%	8%	4%
Getting information about personal interests	23%	25%	21%	21%	17%
Others?	10%	7%	13%	10%	14%

(Q11: If high-speed Internet was available where you live, would you?)

Response / I would	All respondents	Having children at home	Respondents over 65 yrs	Respondents not employed	Not using the Internet
Subscribe at home	27%	30%	20%	31%	21%
Use it somewhere else so I don't have to pay for it (work, school, library, community center, restaurant)	11%	12%	11%	16%	11%
Both - subscribe at home and use it other places	18%	31%	10%	21%	10%
Would not want to use the Internet anywhere, whether I have to pay for it or not	22%	5%	39%	15%	39%

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